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**TECHNOLOGY**

# How NBA teams are using Sportradar's data collection platform this season

With data collected from Hawk-Eye cameras, Sportradar's Synergy Sports platform helps teams gain actionable player insights.

BY ROB SCHAEFER  
10.27.2023

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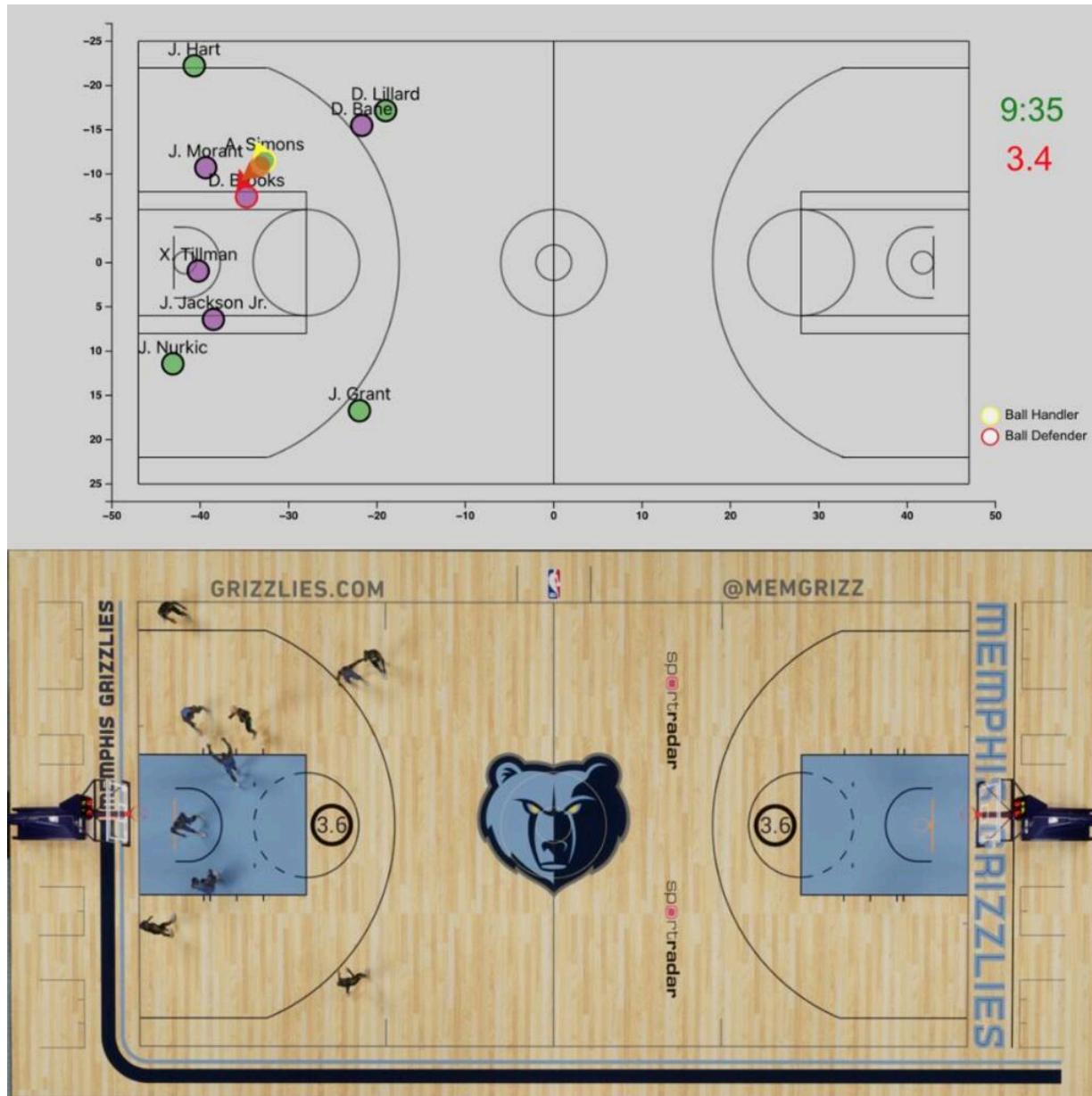
Sportradar is leveling up its data offerings in partnership with the NBA this season as the league embarks on its first campaign using Hawk-Eye Innovations as its raw data provider.

Starting this season, Hawk-Eye will have 14 cameras rigged in standardized locations of each NBA arena to collect 3D pose tracking data derived from the ball and 29 points on each player's body. It's a system with richer potential than the prior one, which used six cameras and generated 2D data based off a single center-of-mass datapoint on each player. The new cameras shoot at 60 frames per second, delivering sub-

second latency for collection and 30-second latency to be displayed in Sportradar's [Synergy Sports platform](#).

"The underlying data is much faster. It's more detailed," Bryan Spangler, Sportradar's Director of Engineering (Player Optimization & Insights), told SBJ. "We've really put an emphasis... in this product of making easy to navigate and uncover a lot of meaningful, actionable insights for the team."

Used by NBA teams and select media partners, the Synergy web platform combines statistics and video to provide detailed, compartmentalized play type data – like, say, Nikola Jokić's scoring/passing frequency and efficiency in transition or the half court.



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Introducing pose tracking data can even further augment that existing data. More sophisticated shot contest data is one of the more commonly discussed potential use-cases for skeletal tracking, and for good reason: determining the direction a defender is facing and the exact positioning of their limbs unlocks a different

layer of insight than knowing only the distance between one body and another, which is what center-of-mass datapoints relayed. Already in the Synergy platform are fresh insights on player drives, picks, and speed load, among others, that are enabled by Hawk-Eye input. While all 30 NBA teams have access to the broader Synergy platform, 17 are signed on for that extra layer this season.

"That's the excitement of the new data that the NBA is providing, and that we as a partner can help make sense of for teams and also other commercial opportunities that evolve there, when it comes to even things like virtualization," said Mark Silver, Sportradar's EVP of Sports Performance. "Where you can recreate a person (in 3D) and show that example to a coach and a player, saying, 'Hey, this is exactly where your position was, limb-to-limb, fingertip-to-toes,' and understand how that plays out in defensive positioning."

"3D virtualization will not be widely available until the 2024-25 season. But Silver added that more contextualized data will be added as the first season progresses, as well as a markings file, "which is the raw data for teams to utilize."

"Bringing in this new pose data... has the opportunity to really improve what we have already and open up a whole new type of insight that we can't do on manually tracking," Silver said. "Having those new information points to be potential features within these models provides a whole new, really exciting frontier when it comes to helping coaches and scouts and front offices make decisions without having to build all those models internally."

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